



## Case Study

# thing Develops a Virtual Workshop Facilitation Platform With LiveSwitch Cloud's Video Platform and API

Client

**thing**





# thing

## The Company

A software company based in Karlsruhe, Germany, thing is a virtual video-based remote facilitation platform founded in 2020 to provide workshop facilitators with the ability to host structured, collaborative conversations.

## The Problem

As workshop facilitators seek virtual video solutions that can accommodate large groups, currently available out-of-the-box video conferencing platforms have left both facilitators and participants struggling to engage in productive dialogue and workshop activities.

“Interpersonal interactions are at the heart of every workshop, but existing platforms such as Zoom make it difficult to host virtual workshops,” explains Thomas Krause, co-founder of thing.online. “There’s an untapped opportunity to create a platform that is scalable and tailored to workshop facilitators who want to foster productive, interpersonal conversations.”

## The Solution

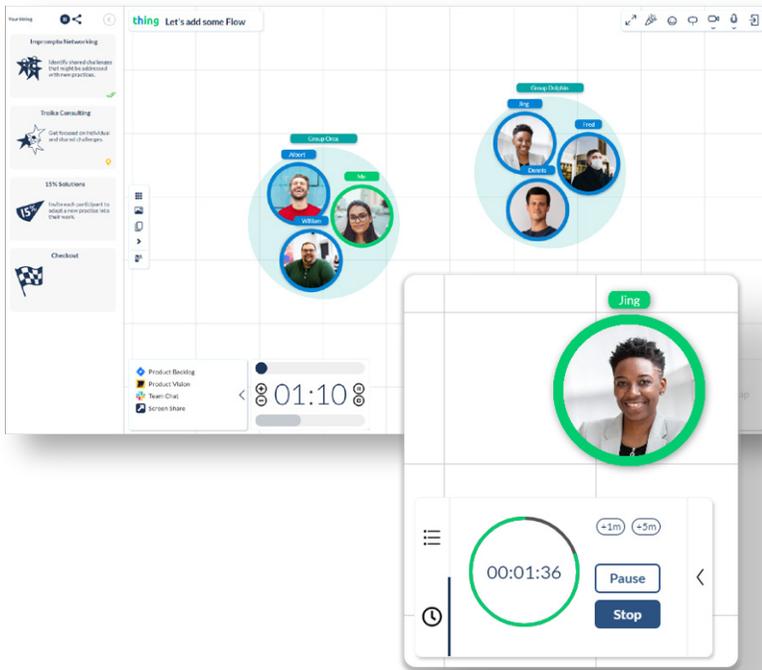
The co-founders at thing pioneered a new video platform designed to assist workshop facilitators as they interact with remote groups.

“Our platform delivers a user experience that recreates an in-person focus group or breakout session,” explains Kai-Uwe, co-founder of thing.online. “Workshop facilitators can host interactive activities that require participants to collaborate with those around them, without having to rely on third-party tools for managing and tracking activities.”

“Participants have the autonomy to self-organize, allowing facilitators to focus on hosting workshops and creating productive dialogue,” continues Thomas Krause.

“**Three quarters of workshops around the world accommodate groups of two to fifty. Our platform is aligned with this expectation.**”

— Kai-Uwe Rupp  
co-founder of thing.online



## The Challenge

Developing thing required the co-founders to harness the power of WebRTC, the real-time communications standard that enables low-latency live video and audio streaming over web browsers, desktops, and mobile devices.

"With the technical features planned for thing, we knew working with a WebRTC-based live video API and platform would get us to market faster," explains Kai-Uwe.

## Researching Providers

thing conducted extensive research to explore their options based on their exact platform requirements. They met with representatives from other WebRTC live video providers, but realized that LiveSwitch best satisfied their exact needs.

"We did our due diligence and spoke with different providers," explains Kai-Uwe. "But unlike others, we found LiveSwitch's approach to finding the right SDK fit for our specific use case to be a breath of fresh air - especially for startups like ours that require a degree of flexibility."

## Selecting LiveSwitch Cloud

"LiveSwitch Cloud met our technical requirements for real-time, dynamic audio/video streaming," describes Dennis Maass, co-founder and technical lead. "The streams on our platform would change in real-time based on the user's UI and viewport from their device, so we required full control over the outgoing and incoming AV streams."

Other requirements that LiveSwitch Cloud satisfied was the ability to embed audio and video streams into HTML5 Canvas and PixiJS. *thing* also valued the ability to migrate their platform as it grows within a suite of live video SDKs that share APIs.

**“Our team was able to grasp the complexities of WebRTC easily with the LiveSwitch Cloud API, and learn to use and modify the API to meet our requirements. It’s really good to see how flexible and well-supported the product is.”**

— Thomas Krause  
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## Implementation of LiveSwitch Cloud

*thing* signed up for a LiveSwitch Cloud account, integrated the JavaScript library with their application's front-end, and created back-end functions for the token creation element.

"The process was very simple. We got LiveSwitch Cloud working in less than a day," Dennis Maass says. "We worked with two different LiveSwitch Cloud channels. We used one channel for all the audio conversations and another channel for video conversations.

### Video & Audio Quality Switching In Practice

*thing* built the video and audio feature such that users receive a higher video quality stream when they zoom in and reduce the number of participant avatars visible from their device viewport. Then, when users zoom out of their device viewport and more avatars appear, the video quality is automatically lowered to ensure a stable streaming experience.

"LiveSwitch Cloud enabled us to develop this dynamic, real-time switching capability that works automatically in real-time," says Kai-Uwe Rupp.

## Results: Successful Implementation of Live Video

### Building a proof of concept in less than 24 hours

"There was no previous knowledge of WebRTC within our team. We were able to leverage LiveSwitch Cloud to get going faster -- we built a video chat feature in less than 24 hours, then spent the rest of our time building on top of that." - Dennis Maass.

### Future-Proofing & Supporting Product Roadmaps

*thing* used LiveSwitch Cloud's platform SDKs to plan for platform extensions, the API to plan for future AI-based features, and the shared API within LiveSwitch's suite of SDKs to chart a graceful migration to On-Premises when they're ready.

### Hosting Video-Based Workshops for Groups of 2 to 50

"Virtual meetings have a sweet spot between 2 to 50 people. Three quarters of workshops around the world fit into this range. Our platform is aligned with this expectation and accommodates this range of participants." - Kai-Uwe Rupp

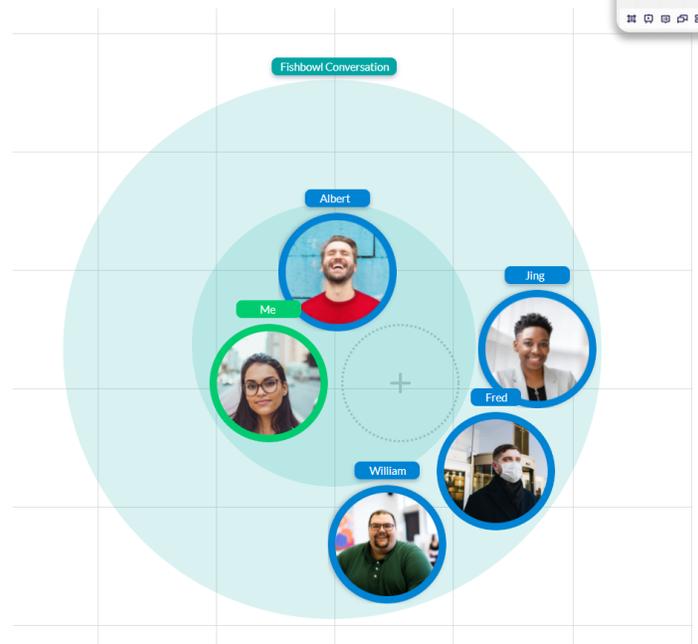
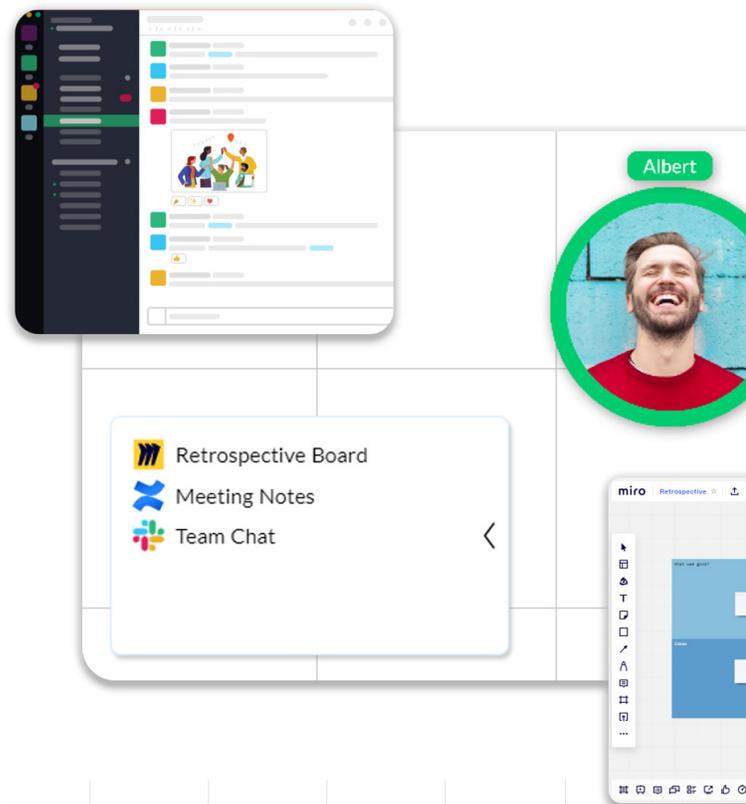
## Working with LiveSwitch

“Developers may ask, do we need to be WebRTC experts to harness live video?” poses Thomas. “The answer is no. Our team was able to grasp the complexities of WebRTC easily with the LiveSwitch Cloud API, and learn to use and modify the API to meet our requirements. It’s really good to see how flexible and well-supported the product is.”

“LiveSwitch is an excellent partner in providing flexible live video,” says Kai-Uwe Rupp. “Their team has helped us achieve our goals, and made flexible live video extremely accessible to developers like us. We are delighted to work with a partner that understands our exact needs in the live video space.”

## What’s in store for *thing*

*thing* is generating interest from workshop facilitators who are searching for the perfect platform to host their practices. The company is looking forward to enable co-designing once they are live, supported by smooth video and audio transitions at the individual participant level as users move between groups. “In addition, we’re excited to explore AI-driven moderation for our platform,” explains Thomas Krause, “so facilitators can focus on creating dialogue with their participants. Since having video and audio control is critical for the success of our plans, we believe LiveSwitch Cloud will help us get there.”



## Learn More About *thing*

[See how](#) facilitators can host productive, online workshops with *thing*.

## Try LiveSwitch Cloud

[Get started](#) on the most flexible live video API and platform for developers.